

Module 4 – Rationale

Elizabeth Oderkirk – January 27, 2014

I started out by looking at different alumni portfolios, focusing especially on those who graduated in the writing, editing, and publishing track. I thought about what assignments I had completed in the recent past, and what I would want a prospective employee or client to see. I brainstormed a list of content, which led to four original groupings: editing, writing, professional experience, and resume. I sketched a sitemap with these groups as navigation tabs and included what content would be included under each navigation tab.

When I began to digitally create the content sitemap, I decided to refer to the content using more generic names rather than specific projects, so that I could refer back to the sitemap when uploading future projects to remember where I had categorized that type of content. I also decided that personal communication was a better navigation descriptor for the content that tab included.

Once I finished formatting the sitemap, I knew I had to change the color of the navigation titles to differentiate the navigation from the content. I started with the landing page color, at the top of the scheme. I experimented making that a dark color and the navigation lighter colors and different shades of the top color, but none of those seemed to feel right. So I made the top color black, which made playing around the lower colors easier. I wanted to keep the content the same neutral color, and the steel-gray tint was the default color when I started designing. It worked well with all of the colors I was playing with, so I kept it. The navigation colors were the hardest to decide on. I knew I wanted a shade of blue, since it is my favorite color. With the content as a shade of gray, pastels seemed to blend in, so I moved towards bold and bright colors. As I picked each color, starting with the royal blue and moving outwards first to the left and then the right, I chose cool colors first and then moved to warm colors. The flow of color temperatures felt right, and each bright color stands out well against the leading color, black.